



Public Service Commission of Wisconsin

Daniel R. Ebert, Chairperson
Robert M. Garvin, Commissioner
Mark Meyer, Commissioner

610 North Whitney Way
P.O. Box 7854
Madison, WI 53707-7854

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Contact: Linda Barth, (608) 266-9600

PSC and DNR Take Next Step in Governor Doyle's Conserve Wisconsin Agenda

PSC and DNR address water conservation and invite public to assist

MADISON – Last August, as part of *Conserve Wisconsin*, Governor Jim Doyle called on the Public Service Commission (PSC) and Department of Natural Resources (DNR) to develop a statewide water conservation strategy with a particular emphasis on how to implement steps to conserve water in the Great Lakes basin and throughout the state.

On March 6, the PSC, DNR and a group of stakeholders started working on a report that will focus on Wisconsin's demand-side water conservation initiatives. The report will be presented to Governor Doyle in August.

At the March 6th meeting, PSC Chairperson Dan Ebert thanked the group for their dedication to water conservation efforts. "Water is a precious resource," said PSC Chairperson Dan Ebert. "The PSC has been charged with presenting viable, Wisconsin-specific strategies that will have a lasting and beneficial affect on Wisconsin water resources, both now and for future generations to enjoy. I look forward to working with the DNR and stakeholders in developing a menu of demand side water conservation tools for water utilities in our state."

To further educate the public and explore conservation ideas, the PSC and DNR are hosting a statewide water conservation symposium. The outcomes from the symposium will be presented in the report prepared for Governor Doyle. A summary of the presentations, stakeholder reactions, discussions and all analysis will be used to develop the demand-side conservation menu requested by Governor Doyle. The public is encouraged to attend the Water Conservation Symposium, which is scheduled for:

**Tuesday, May 23, 2006
Blue Harbor Conference Center
Sheboygan, WI**

"The symposium is a great way to bring people together to identify ways we can collectively reduce our water use," says DNR Secretary Scott Hassett. "Reducing our water use now will help assure that our children and grandchildren have safe water to drink and healthy lakes, streams, and wetlands to enjoy."

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The symposium will provide attendees with an overview of how demand-side water conservation efforts fit into a variety of efforts and activities, including groundwater legislation, Groundwater Advisory Committee efforts and Annex 2001 agreements. The symposium will also evaluate water conservation efforts throughout the nation and Canada and will address water conservation issues unique to Wisconsin.

Nationally recognized experts on demand-side water conservation efforts are invited to participate at the symposium. These experts include:

- Dr. Janice Beecher,
Director of the Institute of Public Utilities, Michigan State University
- Amy Vickers,
President of Amy Vickers & Associates, Inc., International Consultants on Water Conservation, and author of *Handbook of Water Use and Conservation*
- David Broustis,
Senior Program Manager for Urban Water Conservation, Seattle Public Utility

The symposium will conclude with a panel and discussion which will include water conservation stakeholders from all over Wisconsin. This includes representatives from Wisconsin water utilities, regional government associations, academic organizations, conservation groups, industrial consumers, agricultural interests and recreation groups.

Anyone interested in attending the Water Conservation Symposium in May, getting involved in water conservation efforts in Wisconsin, or requesting more information, please contact Chela O'Connor at 608-266-1125 or chela.oconnor@psc.state.wi.us. You can also find more information on Water Conservation and the symposium on the PSC's website at: <http://psc.wi.gov/conservationWater/index-waterConservation.htm>.

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